We began this project by conducting user interviews and doing a competitive analysis. Through this first phase, we were able to start identifying what our users’ needs were and see how other products with similar features were tackling the same problems we were facing.

We continued with our research by sending out a survey. We also established our user stories, created our personas, and explored concepts through sketching. All of these processes helped us define our first iteration of an information architecture for the system.

Our main focus at this stage was to test the information architecture we had defined during our Research and Ideation phase. We built a simple low-fidelity prototype and did six usability studies. These studies helped us identify problem areas within our first iteration and move forward with our second iteration of the design.

We spent more time on the visual design during the second iteration of our prototype and implemented the recommended changes from our previous usability study. We created a high-fidelity prototype and conducted another usability study in order to validate our design decisions.